

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York
PHONE 6900 GREELEY

MISSSES' "BETTY WALES" DRESS

IN WHICH THE FRESH COLORS OF SUMMER, THE YOUTHFUL SILHOUETTE OF FASHION, AND A MODERATE PRICE ARE NATURAL ALLIES

ORCHID, rose color, bluebird blue, scattered in small figures over a background of soft white voile—these are the colors with which the frock pictured matches the spirit of the Summer. There are, organdie frills to catch the breeze at almost all the edges, panels of the material to give the smart bouffant effect, and a straight foundation skirt to preserve the slim silhouette.



Sizes 14 to 20 years

18.50

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SHOP
Second Floor

Betty Wales
Dresses
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Franklin Simon & Co.

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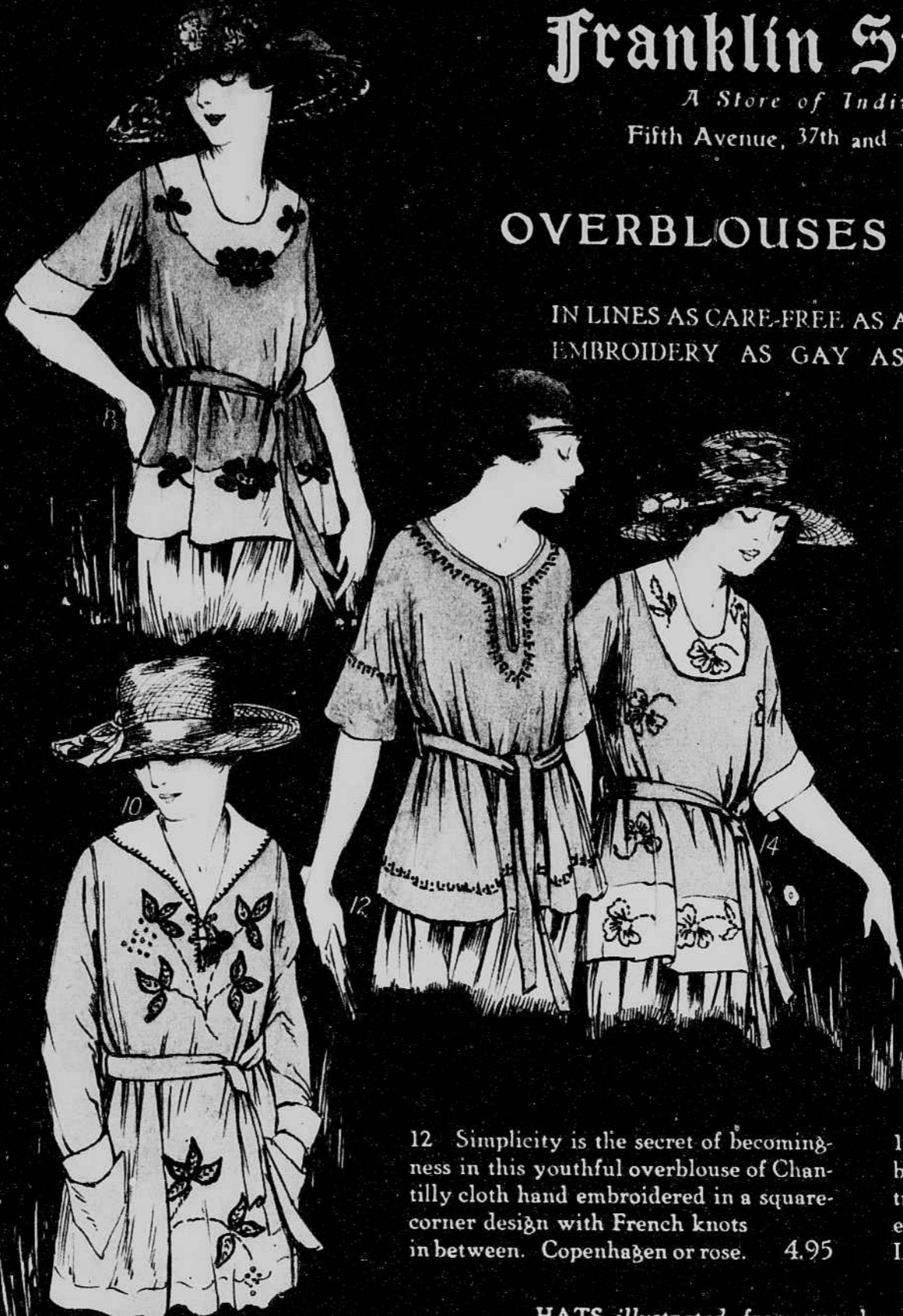
Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York

OVERBLOUSES AND SMOCKS

IN LINES AS CARE-FREE AS A SUMMER BREEZE WITH EMBROIDERY AS GAY AS A SUMMER GARDEN

Women's Sizes 32 to 40—
Misses' 14 to 20 years



8 Simple in line but bright in hand embroidery is this overblouse of Soft Linon with the flower motifs effectively placed where the bands of cotton crepe join. Coral, Copenhagen or heliotrope. 3.95

10—This smock gives eloquent expression to the smart combination of Jap crepe and wool embroidery done in vivid two-tone color effects. Gold, green or rose. 7.50

12 Simplicity is the secret of becomingness in this youthful overblouse of Chantilly cloth hand embroidered in a square-corner design with French knots in between. Copenhagen or rose. 4.95

14—Not only is the fabric of this overblouse, Linon, new, but the contrasting trimming of cotton crepe and the hand embroidery introduce new touches. Leather, rose or Copen. 4.95

HATS illustrated, from our shop. Prices upon application.

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MISSSES' DRESS SHOP—Second Floor



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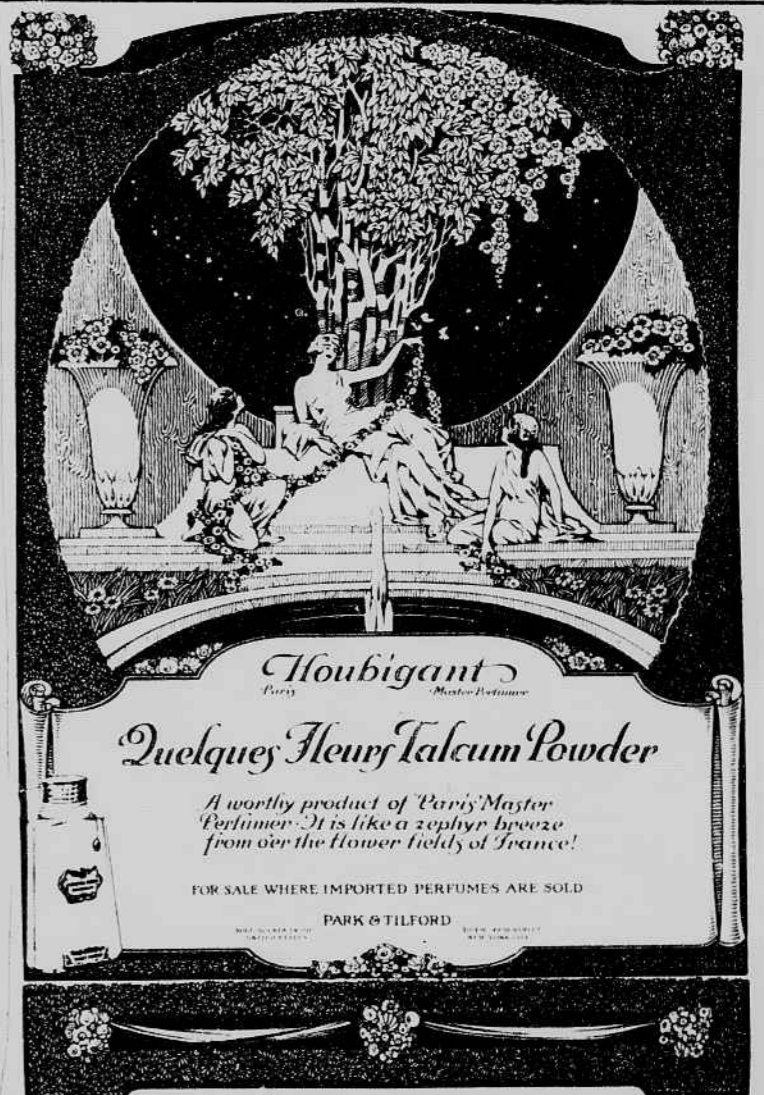
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